dim_fetch_user

PK	id
	unified_id
	first_nm
	last_nm
	email
	gender
	birth_dt
	create_dt
	last_fetch_rewards_login
	user_type
	auth_facebook
	auth_google
	state
	deactivated_reason
	gmi_rewards_opt_status
	gmi_rewards_last_opt_date

Desc: Unique consumers and attributes from Fetch
Stats: 46MM total, 20MM with scan activity in past 12 months (Jan 2023)

dim_fetch_offer

PK	id
	payer_id
	description
	category
	start_dt
	end_dt

Desc: Incentive offer attributes (GMI offers only)
Stats: 25 offers currently active (Jan 2023)

fetch_rewards_receipt_fact

PK	id
	store_nm
	store_address
	store_city
	store_state
	store_zip
	store_nbr
	user_id
	scan_dt
	receipt_purchase_dt
	receipt_total
	receipt_item_cnt
	digital_receipt

Desc: Fact data about receipts scanned
Stats: 2.2B receipts in past 12 months, avg 6.2MM per day (Jan 2023)

fetch_offer_usage_fact

PK	id
	user_id
	awarded_dt
	awarded_rewards_receipt_id
	offer_id
	points_amt

Desc: Fact data about who redeemed incentive offers (GMI offers only)
Stats: 6.8MM offers redeemed and 3.4MM redeemers in past 12 months (Jan 2023)

dim_product_active_na

PK	nielsen_12_upc_fully_qualified_cd
	material_nbr
	base_product_cd
	brand_low_desc
	brand_high_desc
	bc_sub_category_desc
	bc_category_desc
	bc_super_category_desc

Desc: Product attributes from Product NA - GMI product hierarchies (GMI products only)
Stats: 160K upcs

fetch_rewards_receipt_item_fact

PK	rewards_receipt_id, item_index
	product_desc
	rewards_receipt_id
	item_index
	barcode
	item_price
	discounted_price
	qty
	upc_cd

Desc: Fact data about receipts line items scanned
Stats: 14B receipts line items in past 12 months, avg 39MM per day (Jan 2023)

dim_nielsen_aod_pos_us_product

PK	upc_cd
	brand_low_desc
	brand_high_desc
	bc_sub_category_desc
	bc_category_desc
	bc_super_category_desc

Desc: Product attributes from Nielsen AOD - Industry defined categories (includes competitive food ups for all food categories)
Stats: 1.5MM upcs

dim_nielsen_connect_pos_us_product

PK	upc_cd
	gmi_brand_desc
	gmi_global_brand_desc
	gmi_sub_brand_desc
	gmi_sub_category_desc
	gmi_category_desc
	gmi_megacategory_desc

Desc: Product attributes from Nielsen Connect - GMI defined categories (includes competitive food ups for GMI categories)
Stats: 160K upcs